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FORM   FORM   First Named Inventor   Richard König   At Unit   Unknown   Examiner Name   Unknown   Unknown   Unknown   Examiner Name   Unknown			
FORM (to be used for all correspondence after initial filing)  Total Number of Pages in This Submission  ENCLOSURES (Check all that apply)  Fee Transmittal Form  Fee Attached  Amendment/Reply  After Final  Petition to Convert to a Provisional Application Prover of Attorney, Revocation Change of Correspondence Address Information Disclosure Statement Certified Copy of Priority Document(s)  Response to Missing Parts under 37 CFR 1.52 or 1.53  Firm  Signature  Date  April 15, 2004  First Named Inventor Richard Kónig Art Unit Unknown  Attorney Docket Number  HMM-101  After Allowance communication to Technology Center (TC) Appeal Communication to Board of Appeal Communication to TC (Appeal Missing Parts) Information Disclosure Statement Corrified Copy of Priority Document(s) Response to Missing Parts under 37 CFR 1.52 or 1.53  Signature  April 15, 2004  CERTIFICATE OF TRANSMISSION/MAILING  I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.	TRANSMITTAL	Filing Date	1 march 2004
(to be used for all correspondence after initial filing)  Total Number of Pages in This Submission  ENCLOSURES (Check all that apply)  Fee Transmittal Form  Drawing(s)  Licensing-related Papers  Amendment/Reply  After Allowance communication to Technology Center (TC)  Appeal Communication to Board of Appeals and Interferences  Appeal Communication to TC (Appeal Moleto, Brief, Reply Brief)  Petition to Convert to a Provisional Application  Provisional Application  Proprietary Information  Status Letter  Other Enclosure(s) (please Identify below):  Express Abandorment Request  Information Disclosure Statement  Certified Copy of Priority  Document(s)  Response to Missing Parts  Incomplete Application  Response to Missing Parts  under 37 CFR 1.52 or 1.53  SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT  Firm  Patrick T. Igoe  rovindrudual name  Signature  Date  CERTIFICATE OF TRANSMISSION/MAILING  I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.	FORM	First Named Inventor	
Examiner Name Unknown    Total Number of Pages in This Submission   6	to be used for all correspondence after initial	Art Unit	
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Signature   Pages in This Submission   Partick T. Igoe   Individual name   Signature   Date   April 15, 2004   CERTIFICATE OF TRANSMISSION/MAILING   Iteration to Technology Center (TC)   After Allowance communication to Technology Center (TC)   Appeal Communication (TC)   Appeal Communication (TC)   Appeal Communication (TC)		Attorney Docket Number	Onknown
Fee Transmittal Form  Fee Attached  Fee Attached  Licensing-related Papers  Fee Attached  Amendment/Reply  After Final  Petition to Convert to a Provisional Application Power of Attorney, Revocation Change of Correspondence Address  Terminal Disclasimer  Extension of Time Request Information Disclosure Statement Certified Copy of Priority Document(s)  Response to Missing Parts Incomplete Application  Response to Missing Parts Individual name  Signature  Date  April 15, 2004  CERTIFICATE OF TRANSMISSION/MAILING  Incredit care of the date shown below.  Typed or optical care of the date shown below.  Typed or optical care of the date shown below.  After Allowance communication to To Toe Chanter of Appeal Communication to Toe Chapeal C	Total Number of Pages in This Submission	6 Attorney booket Number	НММ-101
Fee Attached Fee Attached Amendment/Reply After Final		ENCLOSURES (Check all that	t apply)
Firm or Individual name  Signature  Date  April 15, 2004  CERTIFICATE OF TRANSMISSION/MAILING  I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.	Fee Attached  Amendment/Reply  After Final  Affidavits/declaration(s)  Extension of Time Request  Express Abandonment Request  Information Disclosure Statement  Certified Copy of Priority Document(s)  Response to Missing Parts/ Incomplete Application  Response to Missing Parts	Licensing-related Papers  Petition Petition to Convert to a Provisional Application Power of Attorney, Revocation Change of Correspondence Addre Terminal Disclaimer Request for Refund CD, Number of CD(s)	to Technology Center (TC)  Appeal Communication to Board of Appeals and Interferences  Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)  Proprietary Information  Status Letter  Other Enclosure(s) (please
or Individual name  Signature  Date  CERTIFICATE OF TRANSMISSION/MAILING  I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.	SIGNA	TURE OF APPLICANT, ATTORNI	EY, OR AGENT
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Typed or printed name  Heather J. Roth  Signature  Date 17 April 2004	I hereby certify that this correspondence is be sufficient postage as first class mail in an en	eing facsimile transmitted to the USPTO or	deposited with the United States Postal Service with
Signature Heather 1.2, Feb. Date 19 April 2004	Typed or printed name	J. Roth	
ا المرابق ا	Signature Hual	hud Roth	Date 15 April 2004

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Title of Invention	Advertisement Substitution			
As the below named inventor(s), I/we declare that:				
This declaration is directed to:				
	The attached application, or			
	✓ Application No. <u>10/790487</u> , filed on <u>March 1, 2004</u>			
	as amended on(if applicat	ole);		
I/we believe that I/we am/are the original and first inventor(s) of the subject matter which is claimed and for which a patent is sought;				
I/we have reviewed and understand the contents of the above-identified application, including the claims, as amended by any amendment specifically referred to above;				
I/we acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me/us to be material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT International filing date of the continuation-in-part application.				
All statements made herein of my/own knowledge are true, all statements made herein on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and may jeopardize the validity of the application or any patent issuing thereon.				
FULL NAME OF INV	VENTOR(S)			
Inventor one: Richar				
Signature:	Citizen of: Germany	<del></del>		
Inventor two: Charles A. Eldering				
Signature:	Citizen of: United States of America			
Inventor three: Michael	eel A. Plotnick			
Signature:	Citizen of: United States of America			
Signature:	Citizen of:			
Additional Invent	nters or a local contrating graphoing gamed on	-		
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As the below named inventor(s), I/we declare that:			
This declaration is di	irected to:		
	The attached application, or		
	Application No. <u>10/790487</u> , filed on <u>1 March 2004</u> ,		
	as amended on(if applicable);		
I/we believe that I/w sought;	e am/are the original and first inventor(s) of the subject matter which is claimed and for which a patent is		
I/we have reviewed and understand the contents of the above-identified application, including the claims, as amended by any amendment specifically referred to above;			
I/we acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me/us to be material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT International filing date of the continuation-in-part application.			
All statements made herein of my/own knowledge are true, all statements made herein on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and may jeopardize the validity of the application or any patent issuing thereon.			
FULL NAME OF INV	· ·		
Inventor one: Richa			
Signature:	Citizen of: Germany		
Inventor two: Charle	es A. Eldering		
Signature:	Citizen of: United States of America		
Inventor three: Micha	el A. Plotnick		
Signature:	Citizen of: United States of America		
Inventor four:			
Signature:	Citizen of:		
Additional inver	stors or a logal representative are being named on additional farm(s) attached barato		

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